



ALL WE HEAR IS RADIO HAHA

- Tune into the podcast that's SIX HOURS of the sounds of laughter -

- **Inspired by slow radio SpareRoom, the roommate-finding service, has launched Radio Haha: a 6 hour podcast featuring nothing but the sounds of people laughing**
- **Radio Haha is designed to highlight the importance of laughter in a happy apartment share**
- **85% of roommates believe laughter is important for a happy apartment share**
- **87% of SpareRoom ads that mention laughter have a living room, demonstrating the importance of communal spaces in creating happy houses**
- **Laughter has real health benefits, helping alleviate stressful emotions and drawing people closer together**
- **Radio Haha is available to stream and download from [here](#)**

It's said that laughter is the best medicine and that's especially true when it comes to apartment shares. In fact, the overwhelming majority of roommates (**85%**¹) believe that laughter is important for a happy share. What's more, science has shown that laughter can create a positive emotional climate in groups of people².

Today, to highlight the importance of laughter in the making of happy apartment shares, SpareRoom has taken inspiration from the worlds of slow radio and ASMR* by launching Radio Haha: an epic six-hour podcast that consists of nothing but the sounds of people laughing.

While Radio Haha has been designed mainly as an unorthodox way to encourage more roommates to share a little laughter together (and realize laughter's apartment-bonding benefits), the podcast could also have direct therapeutic benefits for its listeners. Indeed, aside from the potential relaxing and stress-reducing benefits of slow radio and ASMR-style content, research shows that simply listening to the sound of others laughing can trigger laughter and have a positive effect on a person's mood³.

Matt Hutchinson, Communications Director at SpareRoom, said: "Studies have shown that laughter has a wide range of benefits: it can decrease stress, boost the immune system, improve your mood and even provide a bit of a workout. But more than the benefits to body and mind, when it comes to an apartment share, laughter can be the social glue that binds the house together, turning tenants from people who simply share a property into good friends who genuinely enjoy one another's company. With Radio Haha we wanted to do something out of the ordinary to encourage roommates everywhere to laugh together as much as possible."

In addition to promoting more laughter in apartment shares, Radio Haha also hopes to encourage landlords to consider keeping living rooms in properties rather than turning them into extra bedrooms.

Invariably socializing – and laughter – between roommates takes place in the communal living spaces, none more so than the living room, which is often the heart of the apartment

share. Perhaps tellingly, a cross-section analysis of SpareRoom ad descriptions reveals the vast majority of (87%) ads that mention laughter come from properties with a living room⁴.

Radio Haha is available to download and stream for free, click [here](#).

- ENDS -

For more information please contact spareroom@cowpr.com or 020 7234 9150

1. According to a SpareRoom (UK) poll of over 800 people, conducted in March 2018
2. According to research compiled by helpguide.org based on data from scientific journals [Date Accessed March 2018) <https://www.helpguide.org/articles/mental-health/laughter-is-the-best-medicine.html>
3. <https://www.helpguide.org/articles/mental-health/laughter-is-the-best-medicine.html>
4. According to analysis of 2,727 UK property ads listed on SpareRoom, 2,383 contain the keyword 'laughter' and are properties with a living room.

*ASMR stands for 'Autonomous Sensory Meridian Response. ASMR videos feature repetitive ambient sounds that viewers claim can induce a tingling feeling in the viewer and have become an internet phenomenon: <https://www.smithsonianmag.com/science-nature/researchers-begin-gently-probe-science-behind-asmr-180962550/>

About SpareRoom

Launched in the UK in 2004, SpareRoom is the UK's biggest roommate site (and third biggest real estate site overall). In 2016 SpareRoom made its roommate-finding service available across the US, with a particular focus on key cities: Boston, Chicago, Dallas, Detroit, Las Vegas, Los Angeles, Miami, New York, Philadelphia, Phoenix, San Diego, San Francisco, Seattle and Washington DC. SpareRoom has already helped almost half a million people in the US.

SpareRoom is available via iOS and Android apps as well as online. Every SpareRoom ad is moderated, both by automated systems and real people checking ads. SpareRoom also features video profiles, giving people a better way to meet their new roommates.

SpareRoom runs weekly Speed Roommating events in Manhattan and Brooklyn, where roommates can meet face to face.